

An Introduction to Work-place Giving

Duncan Power
Executive Director



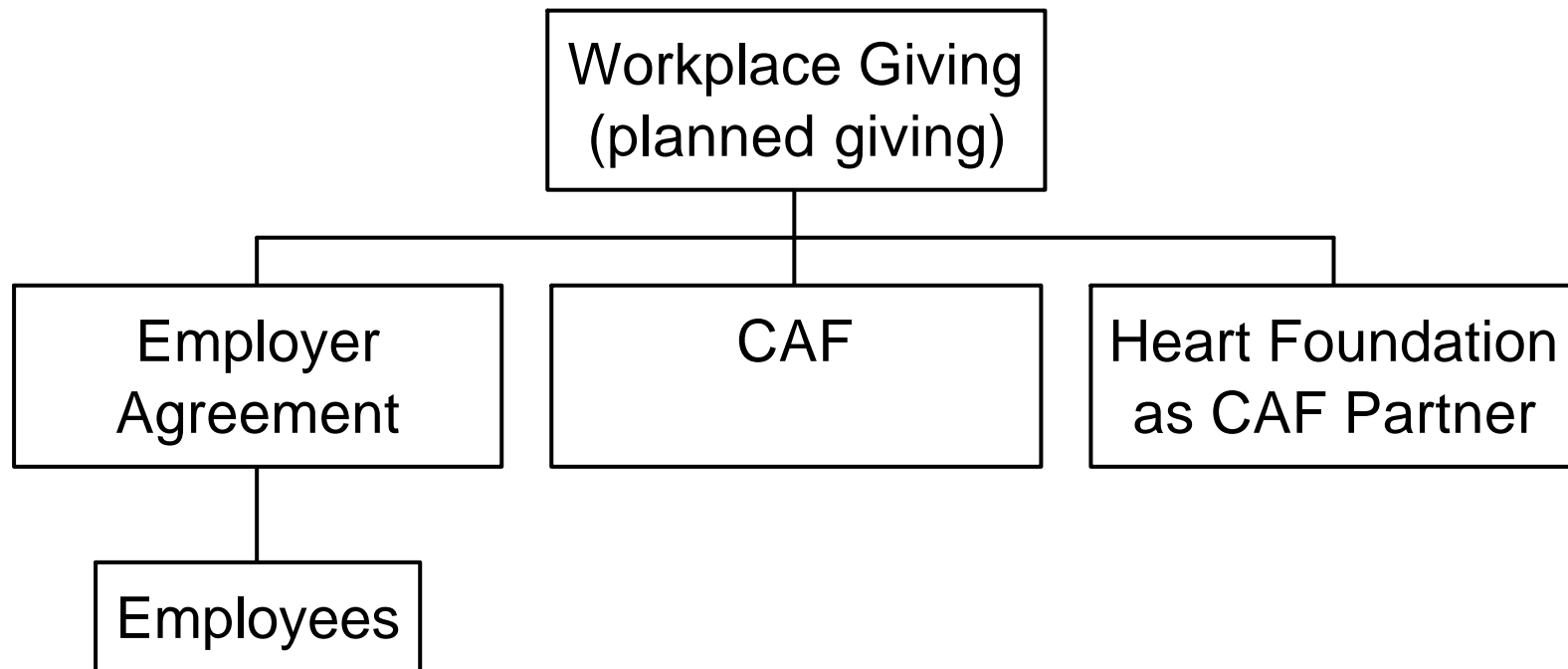
CAF in Australia

- Planned Giving programs - OzGive
 - Work place giving (Give As You Earn)
 - Charitable Foundation service
 - Providing an simple and cost effective way for people to set up foundations
 - In Partnership with Macquarie Bank
 - CCI out-sourcing and advice
- International matched giving programs
- Socially responsible Investing and loans

Give As You Earn

How does it operate?

What is it all about?



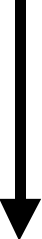
The Model

Donor chooses any registered Not-for-profit



Payroll sends form,
list and donation

CAF as Agency Charity



NfP



Nfp



NfP



NfP

The UK story

- 1987 Government launch
- Lots of employers, but few donors
- To increase uptake
 - Account managers
 - Professional Fundraising Organisations
 - Face to face model developed

Australia

Right time, right place

- John Howard's endorsement
- Business Community Partnerships
(New seriousness)
- Case studies



**“employees will now be able to
direct the Company’s community
support program to organisations
they think are important
This is very empowering”**

CCA Corporate Affairs Manager, Ian
Brown

Telstra/ Kids First

“It’s great, I’m really glad that Telstra decided to support payroll giving”

“ ... it means I can give to Kids First Foundation regularly without having to worry about going to the bank or remembering to send a cheque”

Telstra employee

Red Cross, Heart Foundation and Christian Children's Fund

**'Our combined reputations and
increased
donor choice should give us a
much greater appeal to corporates'**

Red Cross, NSW

Working Together in Strategic Alliances

- Earth Share Australia
 - NSW Government programs
- Give As You Earn Queensland
 - 30 NfP partners
 - Joining fee to help pay for a co-ordinator
 - Commitments from Q'land Gov't/Councils

Never Give Up!!

- National Westminster Bank
 - Mid 1990's 200 employees giving out of staff of 55,000
 - Company decided to fully endorse scheme
 - Organised a concerted campaign
 - Within two years 9,000 employees giving

Practicalities

- Employee completes form
- Employer
 1. Sets up payroll field
 2. Enters donations
 3. Sends EFT and listings
- OzGive co-ordinates the scheme
 - » Provides monthly reports
 - » Distributes the donations
 - » OzGive sends tax receipt

Win Win Win Situation

1. Donor

- One simple form
- Flexible
- Tax deductible
- Minimum administration
- Never miss the cash
- (Matching)

Win Win Win Situation

2. Employer

- Employee confidence in the employer
- Team building
- Employer seen to be good corp. citizen
- Simple to administer
- Employees become ambassadors
- (Matching)

Win Win Win Situation

3. Not-for-Profit

- Regular
- Reliable
- Long term donor relations
- 'New' market
- Adds value to corporate partnership

Employer Matching

‘Same effort – twice the result’

- Internal/ External PR
- Supports grass roots organisations that main policies may miss
- Acknowledges employee involvement
- Can fit any budget
- Can extend to time and fundraising

Getting Started

1. Organise (or outsource) data processing and receipting
2. Research, research and more research
3. CEO, Payroll Manager and 'champion'
4. Benefits (suggest matching)
5. Promotional plan (literature)

Promoting 'overcoming the apathy'

1. Choose 'the' week
2. Single minded focus and message
3. Use all media available

Face to Face

Email

Leaflets

Extranet

Posters

Mail

Newsletters

Pay slips

Meetings

Balloons

Novelties

Stickers

4. Recruit staff champions
5. Report and celebrate
6. Encourage donors to recruit colleagues

Conclusion

- ✓ 15% year on year growth in UK
- ✓ Massive potential in Australia
- ✓ Add value to corporate approaches
- ✓ Long term secure investment (long life)

Questions

